

In This Issue

Issue 3, Volume 1

- Introduction
- Quick Stats
- Business & Development Highlights
- Redevelopment Projects
- Business Resources
- Transportation Project Updates
- City Corner
- Business Relocation and Employment Change Facts Article

The City of Rocklin

Introduction

In this issue, you will find information which reports a continuing robust economy in Rocklin and in South Placer County. On the positive side, office and retail vacancy rates are below the metropolitan area averages. Building activity is strongest in the Rocklin/Roseville real estate submarket versus all other areas for office and retail. Population and median household income growth are all tracking higher. On the less positive side, the Sacramento Metropolitan area costs are 25% higher than the U.S. average, and personal income growth in California is not keeping pace with increasing housing costs. Increasing housing costs are making it more difficult for businesses to recruit workers in certain sectors. In Rocklin, plans are underway to conduct an outreach program in the future regarding new affordable units that will be built next year. More information will be available in the near future.

*We welcome your feedback. Please forward any questions and comments to the editor.
Thank you.*

Mayor
Peter Hill

Vice Mayor
George
Magnuson

Council Members
Kathy Lund
Brett Storey
Ken Yorde

City Manager
Carlos Urrutia

**Assistant City
Manager**
Rob Braulik

Editor
Rob Braulik

*Rocklin e-Biz News published quarterly
Inquiries and editorial correspondence should be sent to:*

*City of Rocklin Attention: Editor
3970 Rocklin Road
Rocklin, CA 95677*

O | 916.625.5560
F | 916.625.5561 www.ci.rocklin.ca.us

Quick Stats

- Small Business Finance Rate for Real Estate, All-In Rate 6.05% (9.13.05)
(Source: CDC Small Business Finance Corp., www.cdcloans.com)
- Rocklin 2005 commercial building values are 60% of 2004's total as of July 2005
(Source: Rocklin Community Development Department, Building Division)
- Rocklin's median detached home price hits \$484,000 in July 2005; 21% higher than July 2004 (Source: California Association of Realtors, June 2005 Report)
- Placer County ranks #25 as the fastest growing county, based on population increases. Placer County is the only county in California that is ranked as the top 25 fastest growing counties in the U.S. (Source: U.S. Census)
- Placer County ranks #28 in the nation in median household income, based on the U.S. Census American Community Survey report. Only Santa Clara, Contra Costa, and San Mateo counties; all Bay Area counties, ranked higher
(Source: U.S. Census, American Community Survey Report)
- California ranked #40 out of 50 states in First Quarter 2005 Personal Income Growth. Growth in personal income was .7% versus the #1 state, which was Utah, at 1.7% (Source: U.S. Department of Commerce Bureau of Economic Analysis, June 2005 report)
- California's Personal Income ranks #12 out of 50 States; \$35,019 versus \$45,398 for Connecticut, the #1 state (Source: U.S. Department of Commerce, BEA, March 2005 report)

- Real Estate Trends

	Vacancy	Metro Market
Industrial – Rocklin/Lincoln/Roseville	12.4%	10.7%
Office – Rocklin/Roseville	10.3%	13.3%
Retail – Rocklin/Roseville	2.0%	4.1%

(Source: CBRE, 2005, Q2)

Business and Development Highlights

Old Highway 40 Business Park, Phase I Buildings B & D



(Building B, Front Elevation)



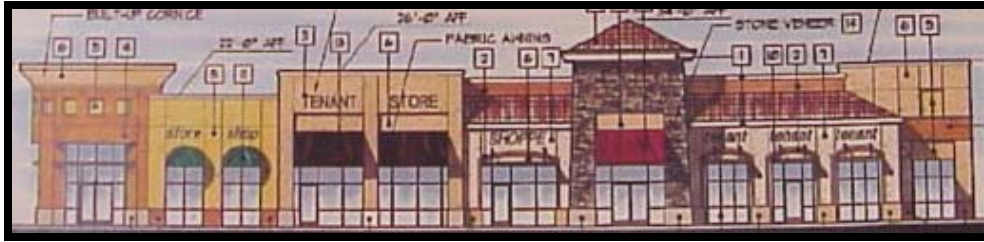
(Building D, Front Elevation)

Project Description

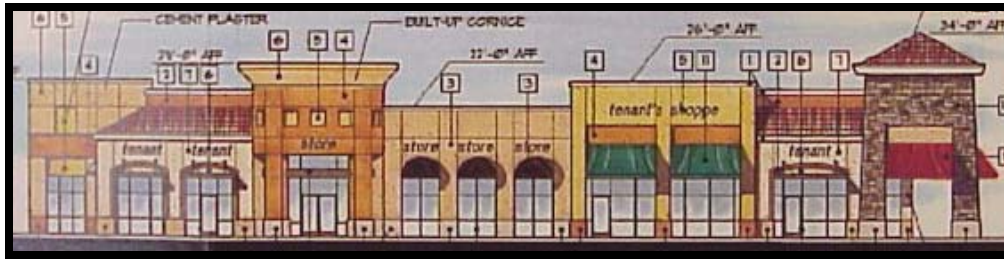
Building permits were issued to build the last two industrial buildings on a 10-acre site on Yankee Hill Road. Phase I includes four industrial buildings that will total approximately 71,186 square feet of industrial warehouse/office space when completed. The project was approved allowing 75% warehouse area/25% office area. A second phase was recently approved to allow eight future light industrial buildings to the northerly side of Phase I and will total an additional 50,000 square feet of light industrial use when completed.

<u>Address/Building #</u>	<u>Building Permit Number</u>	<u>Building Square Footage</u>
4400 Yankee Hill Road (D)	2005-0759	12,013
4460 Yankee Hill Road (B)	2005-0965	12,429

Rocklin Corporate Center (Lot 20)



(Shop 1 - front elevation)



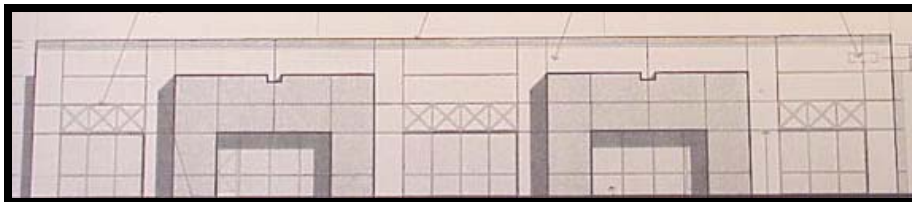
(Shop 2 - front elevation)

Project Description

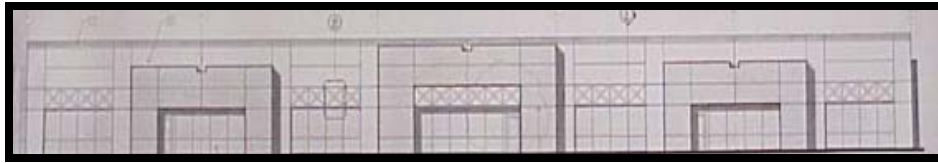
Building permits were issued to build two retail shell buildings at the northwest corner of West Oaks Boulevard and Sunset Boulevard. The entire retail center will consist of five retail buildings totaling 33,000 square feet, a full service car wash facility and an oil change facility. The site work will also include parking and associated landscaping. In addition, a Use Permit has been approved to allow for outdoor dining opportunities with the retail buildings.

<u>Address & Building #</u>	<u>Building Permit Number</u>	<u>Building Square Footage</u>
1240 Sunset Blvd. (1)	2005-0558	9,856
1230 Sunset Blvd. (2)	2005-0559	9,606

Granite Drive Technical Center Buildings # H1, H2 & H3



(Building H1 & H2, Front Elevation)



(Building H3, Front Elevation)

Project Description

Building permits were issued to build the remaining warehouse shell buildings in the Granite Drive Technical Center with the three buildings totaling 36,960 square feet. With the completion of Buildings H1, H2, and H3, total built-out for the entire center brings the total square footage, including the California Family Fitness Center building, to approximately 259,580 square feet. Listed below is a summary of building data on Buildings H1 through H3:

<u>Address/Building #</u>	<u>Building Permit Number</u>	<u>Building Square Footage</u>
2525 Warren Drive (H1)	2004-1590	10,080
2529 Warren Drive (H2)	2004-1591	10,080
2521 Warren Drive (H3)	2004-1592	16,800

Sunrise Assisted Living of Rocklin



(front elevation)

Project Description

A building permit is soon to be issued to build a 24-hour assisted living facility on a 4.9-acre parcel generally located at the northwesterly corner of Sierra College Boulevard and Southside Ranch Road. The building will total approximately 47,487 square feet and will incorporate 40 assisted-living units and 24 Alzheimer's units in the building with shared common areas. The outside areas will be roughly divided into four areas - the parking lot, the grounds for regular tenants, an enclosed Alzheimer's garden for Alzheimer's residents

only, and an orchard. A variety of birdhouses, statues and fountains will be scattered throughout the project grounds to create visual focal points and attractive sitting areas for the residents. The project has been assigned the address of 6100 Sierra College Boulevard.

Rocklin 94 (Hearthstone)



(Building A, Front Elevation)



(Building C, Front Elevation)

Project Description

Building permits were issued for the construction of a 93-unit condominium complex on a 4.7-acre site off of Springview Drive. The project consists of 12 three-story condominium buildings with attached garages, four detached garage buildings, and a pool house with a pool and spa. The site will also include associated parking and landscaping.

Rocklin Ridge Townhomes



Project Description

Building permits were issued to construct a 132-unit townhome complex on an 8.46-acre site at the westerly end of Marlee Way. The project includes 28 townhome buildings with garages, pool house and amenities, and associated parking and landscaping.

Sierra College has broken ground for the new 60,000 square foot math classroom building shown below. Construction has commenced and plans for the opening of the building are 2007.



Redevelopment Projects

City Train Station Project

The City Council approved the plans and specs for the new train station project. Construction will commence in October and the new station will open in July 2006. For more information, please contact the Community Services and Facilities Department at 916.625.5200.



Sierra College Boulevard/I-80 Interchange Future Road Closures

Based on the required Federal value analysis report and input provided by Caltrans, the Placer County Transportation Planning Agency (PCTPA), Omni-Means (traffic engineers) and the City of Rocklin, it was determined the best option to maximize potential savings and minimize disruptions to neighboring businesses is to close Sierra College Boulevard for 15 consecutive days and use short-term ramp closures. This alternative will save nearly \$1.4 million in project costs. This alternative will also temporarily remove access from the Sierra College Boulevard/I-80 interchange to businesses, Sierra College, and the church located on Sierra College Boulevard during the closure. For more information, please contact the Community Development Department, Engineering Division at 916.625.5140.

Business Resources

The Economic Development Office provides assistance to businesses, developers, and real estate site location professionals on a variety of topics from business and public finance to human resource programs. Highlighted below are a few sites worth reviewing.

Small Business Network/smallbiz.infopeople.org/info_res (Type this address into the address line of your internet browser) http://www.smallbiz.infopeople.org/info_res/

This network offers significant information resources to entrepreneurs and small business owners. Key topic areas include:

- Business with the Government
- Demographics and Market Research
- Educational Tools
- Exports and International Trade
- Franchises
- General Information
- Guides and Directories
- Laws and Requirements
- Start-Up

Cost of Living Index

Accra compiles cost of living data quarterly on major metropolitan areas across the nation. This is useful information for businesses to track relative costs across major metro areas. The latest 2005, Q1 data is shown below.

COST OF LIVING COMPARISON							
METRO	COMPOSITE INDEX	GROCERY	HOUSING	UTILITIES	TRANSP.	HEALTH CARE	MISC. GOODS & SERVICES
Weighting	100%	13%	29%	10%	9%	4%	35%
U.S City Average	100	100	100	100	100	100	100
Phoenix-Mesa-Scottsdale	96.8	100.7	88.8	92.9	102.3	99.5	101.3
Tucson	96.2	100.6	83.2	98.2	105.7	102.9	101.5
Fresno	117.9	113.7	142.9	108.6	113.5	107.9	103.6
Sacramento	125.0	131.0	127.0	134.0	119.0	150.0	115.0
Los Angeles-Long Beach-Glendale	153.7	123.4	253.2	114.1	112.5	120.6	108.2
Oakland-Fremont-Hayward	150.7	149.9	229.2	93.3	115.4	126.1	114.1
Riverside-San Bernardino-Ontario	121.2	111.8	147.4	107.9	117.1	104.5	109.6
San Diego-Carlsbad-San Marcos	146.9	109.0	229.0	97.5	118.8	122.9	117.1
San Francisco-San Mateo-Redwood City	178.7	153.8	307.0	98.2	112.2	129.1	127.5
San Jose-Sunnyvale-Santa Clara	167.2	140.5	269.8	110.3	117.6	119.7	126.6
Santa Ana-Anaheim-Irvine	152.8	127.3	247.5	111.0	114.2	120.4	109.4
Denver-Aurora	101.6	106.4	105.2	87.5	96.0	106.5	101.7
Boise City-Nampa	94.7	85.2	86.8	91.7	104.4	104.5	102.0
Las Vegas-Paradise	110.6	102.0	130.0	104.8	104.4	111.0	100.9
Portland-Vancouver-Beaverton	111.3	121.8	104.6	111.1	109.2	110.0	113.8
Austin-Round Rock	91.5	86.7	80.5	98.0	89.3	104.0	99.6
Seattle-Bellevue-Everett	116.5	108.9	133.0	105.2	111.2	127.7	108.9

Source: ACCRA, 2005, Q1

The following table shows a comparison of metro areas vs. the national average. (Blue-coded areas are lower cost than the U.S. and those in dark red are higher).

U.S.	100	Metro vs. U.S.
Phoenix-Mesa-Scottsdale	97	-3
Tucson	96	-4
Fresno	118	18

Sacramento	125	25
Los Angeles-Long Beach-Glendale	154	54
Oakland-Fremont-Hayward	151	51
Riverside-San Bernardino-Ontario	121	21
San Diego-Carlsbad-San Marcos	147	47
San Francisco-San Mateo-Redwood City	179	79
San Jose-Sunnyvale-Santa Clara	167	67
Santa Ana-Anaheim-Irvine	153	53
Denver-Aurora	102	2
Boise City-Nampa	95	-5
Las Vegas-Paradise	111	11
Portland-Vancouver-Beaverton	111	11
Austin-Round Rock	91	-9
Seattle-Bellevue-Everett	116	16

Source: www.accra.org

Transportation Project Updates

Interchanges

- *I-80/Sierra College Blvd. Interchange* - Assuming that the air quality attainment is approved in February 2006, and that the City obtains California AB3090 approval, the projected construction start date is scheduled for fall 2006. The construction period is 18 months;
- *State Highway 65/Sunset Blvd. Interchange* - Design of this project will start in 2007; construction start date is 2008. Construction period is 14 months;
- *I-80/Douglas Blvd. Interchange* will be completed in December 2005;
- *Lincoln Bypass* - \$250 million cost, funding options under review; planned for construction in 2007;
- *I-80 Bottleneck Project* - Thanks to Congressman Doolittle who secured \$71.6 million of federal funding for the project. A local funding match of \$10 million is needed to move forward with the initial phase;
- *Placer Parkway* - \$500 million cost for the connector road from State Highway 65/Whitney Blvd. Interchange to State Highways 70 and 99. Corridor will be designed over the next 18 months; funding has yet to be determined.

For more information on these projects, please contact the Placer County Transportation Planning Agency (PCTPA) at 530.823.4030

City Corner

Downtown Rocklin Plan (DRP) Update

Current work underway includes:

- ✓ Market opportunities and demographic and economic assessment reports
- ✓ Preparation of prototype financial feasibility analysis
- ✓ Preparation of administrative drafts of DRP regulating code and implementation strategy

Final phase will include:

- ✓ Completion of general plan amendments
- ✓ Public workshops with Planning Commission and City Council
- ✓ Planning Commission and City Council public hearings
- ✓ Final plan revisions

Based on the original and most recent schedule, we anticipate plan completion later this calendar year or early 2006. For more information, please contact the City Manager's Office at 916.625.5560.

Pleasant Grove Exit Sign

Plans are underway to change the current State Highway 65 exit sign to say *Pleasant Grove/Park Drive*. Thanks to the cooperation of Caltrans and the City of Roseville, this change will be made. For more information, please contact the Public Works Department at 916.625.5500.

Safe Routes to School Phase III

On September 13, the City Council approved project funding for this project. The total project cost is \$3.5 million. The street sections to be completed include:

- Reconstruction of Midas Avenue, Third Street from Midas Avenue to Rocklin Road, Fourth Street from "C" Street to Farron Street, Second Street from Rocklin Road to Maple Street, and Third Street from "B" Street to "C" Street. Also included in the work are:
 1. Third Street from "B" Street to "C" Street
 2. Second Street from "B" Street to "C" Street
 3. "C" Street from Second Street to Fourth Street
 4. Maple Street from Second Street to Third Street

For more information, please contact the Community Development Department, Engineering Division at 916.625.5140.

Traffic Fees

The standard annual fee update was completed. The following information shows the old fees versus the new fees. For more information, please contact the Community Development Department, Engineering Division at 916.625.5140.

<u>Land Use</u>	<u>Old Fee</u>	<u>New Fee</u>
Single Family Residential, 1-8 units/acre	\$2,381 DUE	\$2,481 DUE
Multi-Family Residential, over 8 un/acre	\$1,500 DUE	\$1,563 DUE
Retail Commercial	\$3.809/'	\$3.969/'
Office	\$4.166/'	\$4.341/'
Industrial	\$2.143/'	\$2.233/'

Business Relocation and Employment Change Facts Article

One strategy applied by nearly every community in California, is business retention. Recently, the Public Policy Institute of California (PPIC) did an analysis of business relocation and employment changes in California. Here is a synopsis of what they found.

- ▲ Relocation has generally resulted in a net loss of establishments and jobs in California; but these losses are negligible compared to the overall size of the California economy.
 - ✓ *In the worst year, .05% out of 1.5 million establishments went to other states. At this rate, it would take 20 years for California to lose 1% of its business establishments*
- ▲ Despite the concern about California businesses leaving the state, such moves are rare.
 - ✓ *96.3% are relocated elsewhere in California*
- ▲ When leaving the state, most California establishments go to other states.
 - ✓ *The top six states are Nevada, Arizona, Texas, Oregon, Washington and Colorado*
- ▲ Relocation has relatively little effect on employment change.
 - ✓ *Job creation comes from new establishments or expansion of existing ones; job destruction come from closures/contractions, rather than relocations.*

Business Relocation and Its Effect on Employment in California, 1993-2002

	Moved In	Moved Out	Net Change	Net Loss of Establishments as % of Total # of Establishments	Net Loss of Jobs as % of Total # of Jobs
1993	612	1,364	-752	0.049	0.081
1994	534	1,285	-751	0.050	0.101
1995	519	1,104	-585	0.039	0.087
1996	489	835	-346	0.023	0.032
1997	504	763	-259	0.017	0.104
1998	545	676	-131	0.009	0.010
1999	582	669	-87	0.006	0.027
2000	802	828	-26	0.002	0.008
2001	752	1,032	-280	0.017	0.029
2002	731	999	-268	0.015	0.022

Source: PPIC, 5.2005
www.ppic.org



Copyright © City of Rocklin 2005